

City of Pasadena
Public Education Program Summary
FY 2010-11

- The City has launched a Green City program, a colorful, dynamic and fast paced, web based Green Training program which was created to inspire, motivate, and educate City employees, residents, business owners, students, and other communities on the City's Green City Action Plan and on how they can play a part in improving the environment. The program presents facts, helpful tips and the chance to pledge one's commitment to create a healthy, safe, and clean environment.
- The City of Pasadena residents and friends have been invited to free gardening workshops sponsored by the City of Pasadena and the County of Los Angeles. The focus of this forum was to provide education regarding the: backyard composting, worm composting, grass cycling water-wise gardening, and fire-wise gardening.
- The new online Green Training Program for Pasadena City employees offers tips about the City's environmental goals and actions and educates the employees to be a part of by taking action.
- The City of Pasadena encouraged Pasadena residents and business representatives to provide input on a draft ordinance on plastic carryout bags. At a special meeting, city staff presented a report on a draft ordinance to the Environmental Advisory Commission that would have banned plastic carryout bags, impose a ten cent charge on paper carryout bags, and require affected stores to provide reusable bags to customers for sale or at no charge. The stores that would be affected by the ordinance would include supermarkets, grocers, retailers with at least 10,000 square feet of retail space and a licensed pharmacy, as well as farmer's markets, drug stores, pharmacies, convenience food stores, food marts, and liquor stores. This created a forum for the City to educate the public regarding the importance of reduction of plastic bags usage.
- The City has co-sponsored a Rain Harvesting for non-potable applications program in a joint effort with Cities of Los Angeles and Santa Monica, which included a workshop to educate the public.
- The City of Pasadena has been supporting the Los Angeles County Public Works as the Principal Permittee and its Educational and Outreach Program by coordinating efforts such as distributing the available collateral materials around the City and its public areas.
- The City has also been actively assisting the business community to better understand the requirements of the Storm Water Program by various methods.
- The City has been distributing educational materials to the general public and the business community on a regular basis. The City's Public Counters have traditionally been the most efficient venue to make these materials available to the public.
- Developers and contractors are assisted at the Permitting Department as they approach the City for Building Permits and when proposing projects that may impact the City's Storm Water program.
- The City through its Health Department conducts a very effective "business assistance program" by answering questions and distributing BMP brochures and handouts to restaurants at the time of the inspections. The City's regular inspection program of critical sources has been another approach to assist the businesses by providing helpful tips and

alternatives to achieve implementation of the appropriate BMPs. During site educational or inspection visits, event attendance, or at the staff training sessions, the program acknowledgments have been noticeable.

- The City's inspection of auto-shops is also another opportunity to educate the businesses community.
- The City maintains a hotline number which is used for illicit discharges or connections to be reported directly to the Public Works Department. Public Works staff is available to answer questions or to provide educational and helpful tips and alternative options.
- The City stencils Catch Basins in order to publicize the "NO Dumping" message, an emphasis on the importance of the Storm Drains directly draining into the Ocean.
- The City conducts annual NPDES educational training sessions for the Public Works, Engineering, and Planning and Building Department staff.
- The City's proactive recycling and used oil programs have been supporting the storm water program by providing a great deal of information to public. Public and business communities are educated to understand the benefits of recycling and proper handling of used oil products.
